

In the claims:

Please amend claims 1 and 3 as follows:

C1 ~~1. (Thrice Amended) A method of providing service in a wireless communication network comprising the steps of:~~
providing a plurality of service options to an end user of a wireless communication device operating on said wireless communication network;
providing products or services to said end user in response to a subscription to one of said service options; and
providing advertisements to the end user in lieu of receiving compensation for the subscription, wherein the provision of the advertisements is based upon a content that a user is receiving on said wireless communication device.

C2 ~~3. (Thrice Amended) The method of claim 1 wherein the advertisements are based upon location related information of said wireless communication device, said location related information includes at least one of the following:
position, direction, or speed.~~

Please add claim 27 as follows:

C3 27. (New) A method of providing service in a wireless communication network comprising the steps of:

providing a plurality of service options to an end user of a wireless communication device in a vehicle operating on said wireless communication network;

providing products or services to said end user in response to a subscription to one of said service options; and

providing advertisements to the end user in lieu of receiving compensation for the subscription, wherein the provision of the advertisements is based upon a configuration of said wireless communication device and the advertisements are based upon a status of sensors in the vehicle incorporating said wireless communication device.